AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing Of Claims:

1.   (Currently Amended) A method comprising:

in response to selection of a link in a browser at a user computer, building a frame set in a
~~browser~~ window ~~at a user computer~~ of said browser, said frame set comprising a
media player frame to experience ~~streaming~~ content from a media player
executing at said user computer and a data frame, the link comprising streaming
media content identification information and a streaming advertisement
parameter, said streaming advertisement parameter specifying a position of a
streaming advertisement in a content stream comprising said streaming media
content;

in further response to the selection of the link, making, ~~a request~~ at said user computer, a
request for a playlist to a source on a network, said request including the link's
streaming media content identification information and the link's [[a]] streaming
advertisement parameter, ~~said parameter specifying a position of a streaming~~
~~advertisement in said streaming content~~;

receiving said playlist at said user computer in response to said request, said playlist's
contents comprising a reference identifying said streaming media content in
accordance with the link's streaming media content identification information,
and said playlist or said ~~media~~ content stream including an indicator that indicates
when said streaming advertisement should be played in relation to ~~said media~~
~~content in~~ said streaming media content in said content stream accordance with
the link's streaming advertisement parameter;

receiving, at said user computer, ~~connecting to at least one media server to request~~ said
streaming advertisement and said streaming media content ~~from said server~~ in
accordance with ~~using~~ said playlist's contents;

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receiving HTML content related to said ~~streaming~~ content stream in the browser window;
and

simultaneously playing said ~~streaming~~ content stream in said media player frame and
displaying said HTML content in said data frame.

2.   (Currently Amended) The method of claim 1, wherein receiving HTML content related
to said ~~streaming~~ content stream includes providing the HTML content in said data frame
in response to execution of an embedded command in the ~~streaming~~ content stream,
wherein said HTML content is related to said ~~streaming~~ content stream being experienced
in said media player frame.

3.   (Cancelled)

4.   (Previously Presented) The method of claim 1, further comprising logging play of any
advertisement on a server.

5.   (Currently Amended) The method of claim 1, further comprising:
receiving an embedded script command in ~~the streaming media or advertisement~~ said
        content stream, the embedded script command referencing ~~content that references~~
        said HTML content related to said ~~streaming media or advertisement~~ content
        stream being experienced in said media player frame, wherein said HTML content
        is stored at a remote server.

6.   (Currently Amended) The method of Claim 1, wherein the indicator indicates that the
streaming advertisement be played one of before, during or after the streaming media
content is played.

7.   (Currently Amended) The method of Claim 5, further comprising ~~, where the streaming~~
~~content includes an advertisement,~~ logging play ~~the viewing~~ of said streaming
advertisement using said script command.

8.   (Currently Amended) A method comprising:

in response to selection of a link in a browser at a user computer, building a frame set in a
~~browser~~ window of said browser, said frame set comprising a media player frame
to experience ~~streaming~~ content from a media player executing at said [[a]] user
computer and a data frame, the link comprising streaming media content
identification information and a streaming advertisement parameter, said
streaming advertisement parameter specifying a position of a streaming
advertisement in a content stream comprising said streaming media content;

in further response to the selection of the link, making, ~~a request~~ at said user computer, a
request for a playlist to a source on a network, said request including the link's
streaming media content identification information and the link's [[a]] streaming
advertisement parameter, ~~said parameter specifying a position of said streaming~~
~~advertisement in said streaming content~~;

receiving said playlist at said user computer in response to said request, said playlist's
contents comprising a reference to said streaming media content in accordance
with the link's streaming media content identification information, and said
playlist or said media content comprising an identifier identifying when said
streaming advertisement should be played in relation to said streaming media
content in-said ~~streaming~~ content stream in accordance with the link's streaming
advertisement parameter;

receiving, at said user computer, ~~connecting to at least one media server to request~~ said
streaming advertisement and streaming media content ~~from said at least one~~
~~media server using~~ in accordance with said playlist's contents, wherein said
~~streaming~~ content stream includes one or more embedded commands that
reference HTML content corresponding to said ~~streaming~~ content stream;

playing said ~~streaming~~ content stream on said media player;

executing said one or more embedded commands to retrieve the referenced HTML
content; and

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displaying the retrieved HTML content in the data frame concurrently with the ~~streaming~~ content stream being experienced in said media player frame.

9.   (Currently Amended) A method comprising:

in response to selection of a link in a browser at a user computer, building a frame set in a ~~browser~~ window of said browser, the frame set including a media player frame and a data frame, the link comprising streaming media content identification information and a streaming advertisement parameter, said streaming advertisement parameter specifying a position for playing a streaming advertisement in a content stream comprising said streaming media content, said position being an intermediate point when said streaming advertisement is to be played in relation to said streaming media content in said content stream;

in further response to said selection of the link, making, ~~a request~~ at said [[a]] user computer, a request for a playlist to a source on a network, said request including [[a]] the link's streaming media content identification information and the link's streaming advertisement parameter, ~~said parameter specifying a position of said streaming advertisement in said streaming content comprising media content, said position being an intermediate point in said media content~~;

receiving said playlist at said user computer in response to said request, said playlist's contents comprising a reference identifying said streaming media content in accordance with the link's streaming media content identification information, and said ~~media~~ content stream including an indicator that indicates said intermediate point ~~when said streaming advertisement should be played in relation to said media content~~ in accordance with the link's streaming advertisement parameter;

receiving, at said user computer, ~~connecting to at least one media server to request~~ said streaming advertisement and said streaming media content ~~from said at least one media server~~ in accordance with ~~using~~ said playlist's contents;

receiving HTML content related to the streaming content to the browser;

simultaneously playing said ~~streaming~~ content stream in said media player frame and
displaying said HTML content in the data frame.

10.   (Currently Amended) The method of claim 9, wherein receiving HTML content includes
providing the HTML content to said data frame in response to execution of an embedded
command in the ~~streaming~~ content stream, wherein said HTML content is related to the
~~streaming~~ content stream playing in said media player frame.

11.   (Currently Amended) The method of claim 9, wherein receiving the HTML content
includes causing a script command embedded in the ~~streaming~~ content stream that
references said HTML content to be executed, wherein said HTML content is stored at a
remote server.

12.   (Currently Amended) A method comprising:
    providing a link, the link comprising streaming content identification information and an
        advertisement placement parameter, the advertisement placement parameter
        specifying a timing for playing a streaming advertisement in a content stream and
        specifying which of a playlist and said content stream is to include an indicator of
        the timing;
    receiving a request for a playlist from a user computer, said request including the link's
        streaming content identification information and a ~~streaming~~ advertisement
        placement parameter~~, said parameter specifying a position of said streaming
        advertisement in streaming content~~;
    building a playlist, the playlist's contents comprising a reference identifying streaming
        ~~media~~ content in accordance with the link's streaming content identification
        information, ~~said~~ the link's advertisement placement parameter included in said
        request being used to determine which of said playlist and said ~~media~~ content
        stream includes said timing [[an]] indicator ~~that indicates when said streaming
        advertisement should be played in relation to the media content~~; and
    transmitting the playlist to said [[a]] user computer.

13.   (Previously Presented) The method of claim 12, wherein the request comprises
       information to identify a storage location of information for configuring a frame set,
       which comprises a media player and a data frame, on said user computer.

14.   (Currently Amended) The method of claim 12, further comprising:
       in response to a request from the user computer, transmitting said ~~streaming~~ content
              <u>stream</u> to said user computer; and
       providing HTML content related to the ~~streaming~~ content <u>stream</u> to the user computer,
              wherein display of the HTML content is synchronized with playback of the
              ~~streaming~~ content <u>stream</u> at the user computer.

15.   (Currently Amended) The method of claim 12, further comprising:
       embedding a script command in the ~~streaming~~ content <u>stream</u>, wherein the script
              command references the HTML content.

16.   (Currently Amended) A method comprising:
       <u>providing a link, the link comprising a streaming content identification information and</u>
              <u>advertisement placement information identifying a timing for output of an</u>
              <u>advertisement relative to the streaming content;</u>
       receiving a request for a playlist from a user computer, the request including <u>the link's</u>
              <u>streaming content identification information and the link's</u> advertisement
              placement information;
       building a playlist using the <u>link's streaming content identification information and the</u>
              <u>link's</u> advertisement placement information such that the playlist includes a
              reference to streaming content, which streaming content has at least one
              embedded command <u>in accordance with the link's advertisement placement</u>
              <u>information, the at least one embedded command</u> including advertisement
              identification information to be processed as the streaming content is being
              experienced at said user computer, <u>the at least one embedded command</u>

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identifying the timing for output of the advertisement relative to the streaming

content in accordance with the link's advertisement placement information; and

transmitting the playlist to the user computer.

17. (Previously Presented) The method of claim 16, wherein the advertisement identification information of the command embedded in the streaming content comprises information to identify streaming advertisement content to be played at said user computer.

18. (Currently Amended) The method of Claim 16, further comprising logging a play viewing of said streaming advertisement content.

19. (Previously Presented) The method of claim 16, said advertisement identification information including non-streaming content identification information to be processed as the streaming content is being experienced at said user computer, the non-streaming content identification information of the command embedded in the streaming content is used to identify HTML content to be displayed while said streaming content is being experienced at said user computer.

20. (Previously Presented) The method of claim 19, wherein the HTML content is displayed in a data frame of a browser window at said user computer while said streaming content is being experienced in a media frame of said browser window.

21. (Previously Presented) The method of claim 19, wherein the streaming content has two embedded commands, the first embedded command identifies first HTML content and the second embedded command identifies second HTML content.

22. (Previously Presented) The method of claim 21, wherein said second HTML content is default HTML content, and said second embedded command is used to display said default HTML content after said first HTML content is displayed.

23.   (Previously Presented) The method of claim 16, wherein the request includes
       advertisement selection information, the method further comprising:
       selecting streaming advertisement content using the advertisement selection information
              included in the request.

24.   (Previously Presented) The method of claim 23, further comprising:
       including a reference to the selected streaming advertisement content in the playlist.

25.   (Currently Amended) The method of claim 23, further comprising:
       modifying the streaming content to include the embedded command and, so that the
              streaming content includes the advertisement identification information to identify
              the selected streaming advertisement content.

26.   (Previously Presented) The method of claim 23, wherein the advertisement selection
       information comprises duration information.